



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA, PERAK**

**KEY ENVIRONMENTAL FACTORS INFLUENCING HOUSING PREFERENCES IN
TOWN OF KAMUNTING, PERAK**

**Academic Project Submitted in Partial Fulfillment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

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STUDENT'S DECLARATION

KEY ENVIRONMENTAL FACTORS INFLUENCING HOUSING PREFERENCES IN TOWN OF KAMUNTING, PERAK

I hereby declare that this academic project is the result of my own research
except for the quotation and summary which have been acknowledged

Signature :

Name of Student : NUR LIYANA BINTI HALIM

Date : 22 JUNE 2025

SUPERVISOR'S DECLARATION

KEY ENVIRONMENTAL FACTORS INFLUENCING HOUSING PREFERENCES IN TOWN OF KAMUNTING, PERAK

I hereby declare that I have read this academic project and in my opinion it is sufficient for the award of Bachelor of Estate Management (Hons)

Signature :

Name of Supervisor : DR ASMA BINTI SENAWI

Date : 25 JUNE 2025

ACKNOWLEDGEMENT

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ABSTRACT

The study addresses the issue of a mismatch between the housing options provided by developers and the actual preferences of potential buyers, particularly concerning environmental factors that affect the selection of housing locations. As sustainability, health, and well-being become more important to homebuyers, it is essential to understand these preferences for better urban planning and real estate development. The objective of this study is to identify and rank the environmental factors that influence housing decisions. A quantitative approach was used, involving the distribution of a structured questionnaire to residents of Town of Kamunting. The data were analysed using SPSS to determine the key factors affecting housing preferences. The results show that the top three most important considerations for residents were air quality, climate, and a reliable water supply, while factors like energy efficiency and eco-friendly transportation systems were given less priority. The novelty of this study lies in its focus on a semi-urban area, providing insights that are often overlooked in similar research. The findings contribute to the design of housing projects that are more in tune with the needs and preferences of the community, particularly in terms of environmental sustainability.